

## Message Text

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12

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W

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R 281520Z APR 76

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 7497

UNCLAS STOCKHOLM 2361

FOR: CU/IVP/V

E.O. 11652: N/A

TAGS: OEXC SW (THRONE-HOLST, STIG)

SUBJECT: VOLUNTARY VISITOR MR. STIG THRONE-HOLST

1. POST REQUESTS DEPARTMENT'S ASSISTANCE IN SETTING UP A ONE-DAY PROGRAM ON MAY 17 AT THE LYNDON B. JOHNSON SPACE CENTER IN HOUSTON FOR MR. STIG THRONE-HOLST, MANAGER OF THE FILM AND PHOTO SECTION OF THE MARKETING DEPARTMENT OF ASEA (ONE OF THE LARGEST SWEDISH MANUFACTURING COMPANIES): HE WILL VISIT THE U.S.M FOR A PERIOD OF TWO-THREE WEEKS FOR THE PURPOSE OF STUDYING NEW EXHIBIT TECHNIQUES WHICH CAN BE USED TO UPDATE AEA'S PERMANENT MULTIMEDIA EXHIBIT FORUM. MR. THRONE-HOLST, WHO WILL TRAVEL WITH MR. BERNT JOHANSSON, ADVERTISING DIRECTOR, AND MR. BORJE BACKSTROM, EXHIBITS MANAGER OF THE SAME COMPANY, ALREADY HAS A NUMBER OF CONTACTS WITH PUBLIC RELATIONS AND MEDIA PERSONS AT LARGE COMPANIES AND ONLY REQUESTS DEPARTMENT'S ASSISTANCE FOR THE NASA HOUSTON VISIT. HE IS PARTICULARLY INTERESTED IN THE CONCEPT OF THE "BRIEFING-ROOM" AND HOW AUDIO-VISUAL MATERIAL IS USED IN LARGE COMPANIES' PR-EFFORTS. THE GROUP ARRIVES IN HOUSTON FOR THE WEEKEND OF MAY 15-16 AND A PROGRAM IS REQUESTED FOR MONDAY, MAY 17 ONLY. NAME OF HOTEL WILL BE FORWARDED ASAP.

2. BIOGRAPHIC DATA: A) STIG REIDAR THRONE-HOLST,  
B) BORN APRIL 12, 1936,  
C) MANAGER, PHOTO AND FILM SECTION, MARKETING DEPARTMENT, ASEA, VASTERAS,  
D) SIKGATAN 4, 723 48 VASTERAS,  
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E) SWEDISH CITIZEN,

F) STUDIES AT UNIVERSITY OF CALIFORNIA, LOS ANGELES IN 1955-56,  
G) PREVIOUSLY WITH IBM AND TED BATES ADVERTISING,  
H) TRAVELS IN WESTERN EUROPE, US AND CANAD,  
I) GOOD ENGLISH.

3. PLEASE ADVISE NAME OF PROGRAM OFFICER AND HOUSTON CONTACT  
ASAP SINCE THRONE-HOLST DEPARTS SWZBBOTTN MAY 8.  
JOHNSON

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## Message Attributes

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